



Location: San Gabriel Valley, Los Angeles County

Timeframe: 2007 - 2008

Project Partners: San Gabriel Valley Council of Governments (SGVCOG), Cities of Azusa, Baldwin Park, Covina, Glendora, and Irwindale

Project Services

- Streetscape design and development prototypes
- Policy recommendations
- Outreach and workshops
- Retail market analysis



This demonstration project allowed for the collaborative planning between multiple jurisdictions situated along the Arrow Highway Corridor and developed a consistent plan that sought to improve the connection between transportation and land use.

Goals

- Establish and define a corridor role
- Improve the visual appearance
- Improve economic performance
- Improve traffic flow and links to transportation
- Establish multi-jurisdictional coordination

San Gabriel Valley Council of Governments selected an east-west corridor running from the City of San Dimas to the City of Irwindale known as the Arrow Highway Corridor for this project. At the edge of many jurisdictions, and often serving as a jurisdictional boundary, the north and south sides of Arrow Highway are often subject to different policies concerning zoning and streetscape design. The planning and development of properties along Arrow Highway are considered a low priority within each jurisdiction, including some of the unincorporated islands. For this reason, the land along Arrow Highway is largely underutilized and suffers from a high level of blight.

Results

- Between 150% - 215% excess retail space (950,000 sq. ft – 1.5 million sq. ft.)
- Transportation design and strategies focused on nodes
- Concentrate and relocate used-auto centers
- Redevelopment of key parcels
- Visual graphics of streetscape design and development prototypes